Back by popular demand!
SPRING 2022 – ZOOL 691B Seminar: General Zoology
COMMUNICATING SCIENCE TO SOCIETY
1 credit, M 11:30-12:20, on-line, CRN 84761, Dr. Mark Hixon

Science is under attack like never before. How can scientists more effectively communicate their work in ways that the public can understand and better use?

This hands-on media workshop course helps scientists engage with society so that we together can solve pressing environmental issues and other challenges that involve science. Topics include:

- Scientists and the Media: why bother?
- Scientific Advocacy: oxymoron or responsibility?
- Introducing Yourself: the professional biosketch
- Summarizing Your Science: the “message box”
- Web Communication: social media, blogs, podcasts, etc.
- Written Communication: press releases, letters to editors, op-eds, etc.
- Spoken Communication: phone, radio, & TV interviews

Questions? Please contact Mark Hixon: hixonm@hawaii.edu
Mark will share his extensive media training from the Aldo Leopold Program, the American Geophysical Union, the Communication Partnership for Science and the Sea, & the Union of Concerned Scientists. Plus guest experts!